

# Personas & User Journey – Assessment

As a User Experience Designer at Lufthansa Systems, one of the activities that you will do is to create user journeys based on the information collected by interviewing our users. Before you start with the assessment, please note the following:

- The purpose of this assessment is to evaluate your design process and skills. You are the owner of outcome of this assessment and we will not use it outside the scope of this hiring process. You are allowed to add watermarks to anything you submit to us to reserve your rights.
- We are interested in your entire design process, so please send us all the design material that you create (such as sketches, notes, etc.). It will help us see how you work and learn more about you.
- Feel free to design in whichever design tool you prefer. **Please send us the outcome of the assessment compiled in a PDF format.**
- Although the content and the representation both are important, we don't want you to spend too much time polishing the result of this assessment. So, follow the KISS principle. 😊

## Task Definition

One of our main users are airline pilots who use different Lido applications from the moment they start planning their flight until they reach their destination. **Define the personas and create the user journey based on the scenarios described below. Feel free to be creative in inventing ideas/assumptions that can support this assessment.**

“Captain Robert Benson, 49yrs old, is an experienced pilot working with XYZ Airlines for a long time. Today, he is flying from Zurich to New York, which is 8 hours 20 minutes. On his way to Zurich airport, he receives the flight planning details on his phone. He uses the Lido flight planning app which helps him get started with the flight schedule, weather status, crew details and number of passengers, etc.

After reaching the airport, he exchanges greetings and discusses the flight plan with his crew that includes a First Officer Joe Thomas (29yrs old) and 6 flight attendants. While passengers board the plane and all the preparations are in progress, he and his first officer start setting up navigational information using the Lido navigation app on a touchpad device. They both add information such as departure, destination airports, and airports in case of emergency (i.e. alternate airports) in their respective devices. When the plane takes off, they monitor the route using the navigation app and they change the course of their route as and when needed depending on the situation such as weather.

While reaching New York, the captain and first officer review the situation for landing and if required, contact the Air Traffic Control there. If everything is well, they go through the gate information in the flight planning app and follow the provided instructions to land safely.”